

PM PERFORMANCE IN SUPERMARKETS
WEEKLY SCANNER DATA W/E 3/5/94

- This week's supermarket performance was influenced by the "first-week-of-the-month" effect.
 - The Discount Category's weekly share increased +0.7 points versus week-ago to 32.4%, driven primarily by the Branded Discount segment. On a four week basis, Category performance was down -0.1 points versus four weeks-ago.
- PM's weekly share declined -0.6 points versus week-ago to 41.6%, its lowest level since the w/e 11/20/93.
 - Losses were incurred by Marlboro (-0.5 points) and Other Premium Brands (-0.2 points), more than offsetting PM Discount Brands gains (+0.1 points).
 - On a four week basis, PM's performance was up +0.1 points versus four weeks-ago.
- Winston's weekly share decreased -0.2 points versus week-ago to 7.0%, its lowest level since w/e 7/17/93, when Select Lights was launched.

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BENCHMARKS - TOTAL US
NIELSEN SCANNING - SUPERMARKETS

	<u>Benchmarks</u>	<u>4 Weeks Ending 5-Mar</u>	<u>Current vs. Benchmark</u>
Philip Morris	39.4 (lower limit)	42.0	2.6 Favorable
Marlboro	20.7 (lower limit)	22.4	1.7 Favorable
OPB	9.9 (lower limit)	10.7	0.8 Favorable
Virginia Slims	3.3 (lower limit)	3.7	0.4 Favorable
Benson & Hedges	2.7 (lower limit)	2.9	0.2 Favorable
Merit	3.1 (lower limit)	3.2	0.2 Favorable
Parliament	0.6 (lower limit)	0.7	0.1 Favorable
Basic - Shr. of Discount	11.8 (lower limit)	12.9	1.1 Favorable
Discount Category	+2.0 Pts. (upper limit)*	32.0	1.1 Favorable
Private Label	7.3 (upper limit)	6.5	0.8 Favorable

* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 33.1%.

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Sprnkt Benchmark

NIELSEN SCANNING DATA
(Supermarkets)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>			
Base March 20,1993 (4WM)	39.14	33.00	10.58	7.55	5.47	3.88			
March 5, 1994 (4WM)	<u>41.97</u>	<u>31.53</u>	<u>9.32</u>	<u>7.64</u>	<u>6.03</u>	<u>3.08</u>			
	2.83	(1.47)	(1.26)	0.09	0.56	(0.80)			
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>					
Base March 20,1993 (4WM)	64.87	35.13	28.02	7.11					
March 5, 1994 (4WM)	<u>67.98</u>	<u>32.02</u>	<u>25.55</u>	<u>6.47</u>					
	3.11	(3.11)	(2.47)	(0.64)					
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>				
Base March 20,1993 (4WM)	19.03	10.80	6.82	0.35	3.34				
March 5, 1994 (4WM)	<u>22.35</u>	<u>10.70</u>	<u>7.09</u>	<u>0.89</u>	<u>3.76</u>				
	3.32	(0.10)	0.27	0.54	0.42				
<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>				
Base March 20,1993 (4WM)	4.93	2.18	1.26	2.94	2.03				
March 5, 1994 (4WM)	<u>4.67</u>	<u>1.82</u>	<u>1.03</u>	<u>2.80</u>	<u>2.37</u>				
	(0.26)	(0.36)	(0.23)	(0.14)	0.34				
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 20,1993 (4WM)	3.07	3.50	0.69	5.48	0.99	0.99	0.90	2.69	4.12
March 5, 1994 (4WM)	<u>4.11</u>	<u>2.86</u>	<u>0.60</u>	<u>5.75</u>	<u>1.17</u>	<u>1.10</u>	<u>0.98</u>	<u>1.30</u>	<u>3.31</u>
	1.04	(0.64)	(0.09)	0.27	0.18	0.11	0.08	(1.39)	(0.81)
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett *</u>	<u>American</u>					
Base March 20,1993 (4WM)	1.08	3.06	2.34	0.35					
March 5, 1994 (4WM)	<u>0.81</u>	<u>3.41</u>	<u>1.58</u>	<u>0.45</u>					
	(0.27)	0.35	(0.76)	0.10					

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*In Nielsen Scanning Liggett Private Label equals Total Liggett Deep Discount. Nielsen Scanning does not currently break out Liggett Black White.

NIELSEN SCANNING DATA
(Supermarkets)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base August 7, 1993 (4WM)	41.41	33.54	9.73	6.92	5.17	2.96
March 5, 1994 (4WM)	<u>41.97</u>	<u>31.53</u>	<u>9.32</u>	<u>7.64</u>	<u>6.03</u>	<u>3.08</u>
	0.56	(2.01)	(0.41)	0.72	0.86	0.12

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base August 7, 1993 (4WM)	66.07	33.93	27.38	6.55
March 5, 1994 (4WM)	<u>67.98</u>	<u>32.02</u>	<u>25.55</u>	<u>6.47</u>
	1.91	(1.91)	(1.83)	(0.08)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base August 7, 1993 (4WM)	22.31	10.01	7.15	0.64	3.43
March 5, 1994 (4WM)	<u>22.35</u>	<u>10.70</u>	<u>7.09</u>	<u>0.89</u>	<u>3.76</u>
	0.04	0.69	(0.06)	0.25	0.33

<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>
Base August 7, 1993 (4WM)	4.82	2.00	1.10	2.67	2.01
March 5, 1994 (4WM)	<u>4.67</u>	<u>1.82</u>	<u>1.03</u>	<u>2.80</u>	<u>2.37</u>
	(0.15)	(0.18)	(0.07)	0.13	0.36

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Mentelair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base August 7, 1993 (4WM)	4.08	2.90	0.59	6.51	0.87	0.86	0.92	1.93	3.75
March 5, 1994 (4WM)	<u>4.11</u>	<u>2.86</u>	<u>0.60</u>	<u>5.75</u>	<u>1.17</u>	<u>1.10</u>	<u>0.98</u>	<u>1.30</u>	<u>3.31</u>
	0.03	(0.04)	0.01	(0.76)	0.30	0.24	0.06	(0.63)	(0.44)

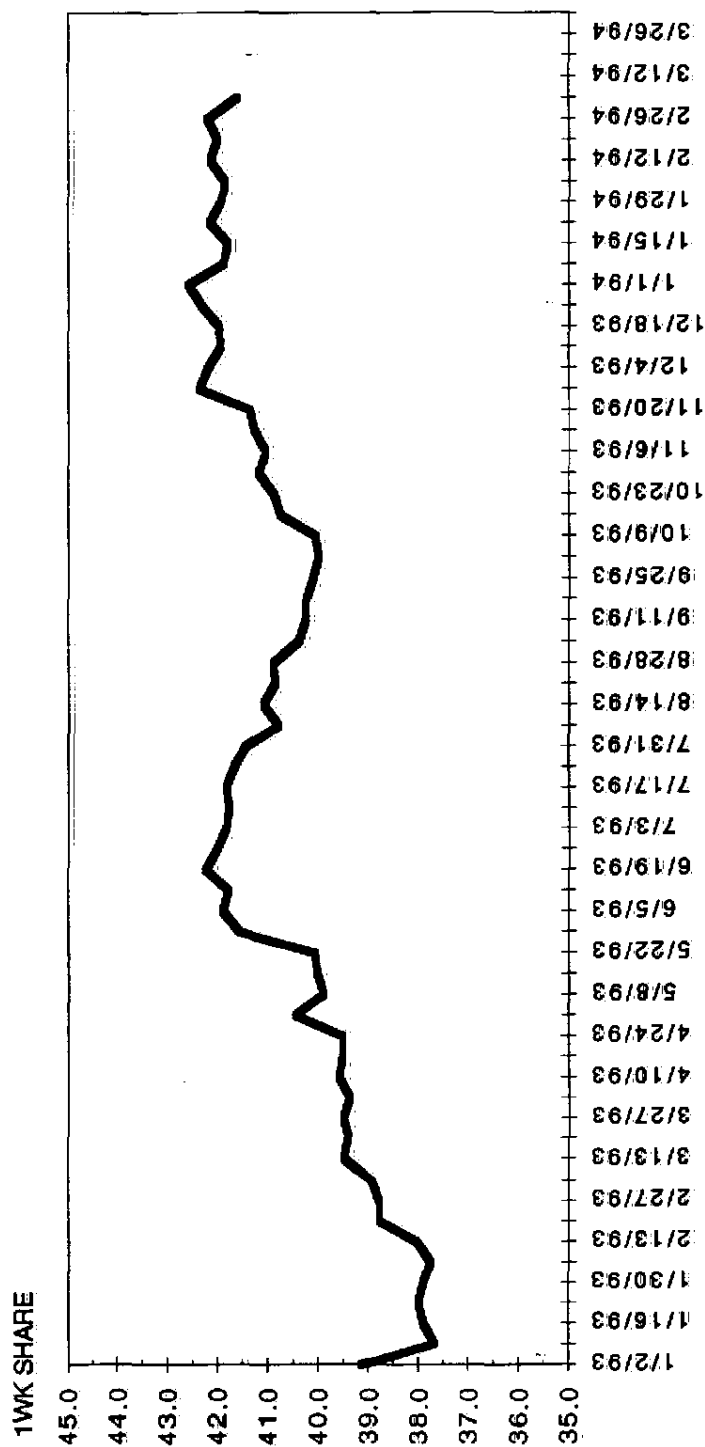
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett *</u>	<u>American</u>
Base August 7, 1993 (4WM)	0.94	3.41	1.72	0.29
March 5, 1994 (4WM)	<u>0.81</u>	<u>3.41</u>	<u>1.58</u>	<u>0.45</u>
	(0.13)	0.00	(0.14)	0.16

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*In Nielsen Scanning Liggett Private Label equals Total Liggett Deep Discount. Nielsen Scanning does not currently break out Liggett Black White.

PM'S WEEKLY SHARE DECLINED -0.6 POINTS VERSUS WEEK-AGO TO 41.6%.

PHILIP MORRIS WEEKLY SUPERMARKET SHARE



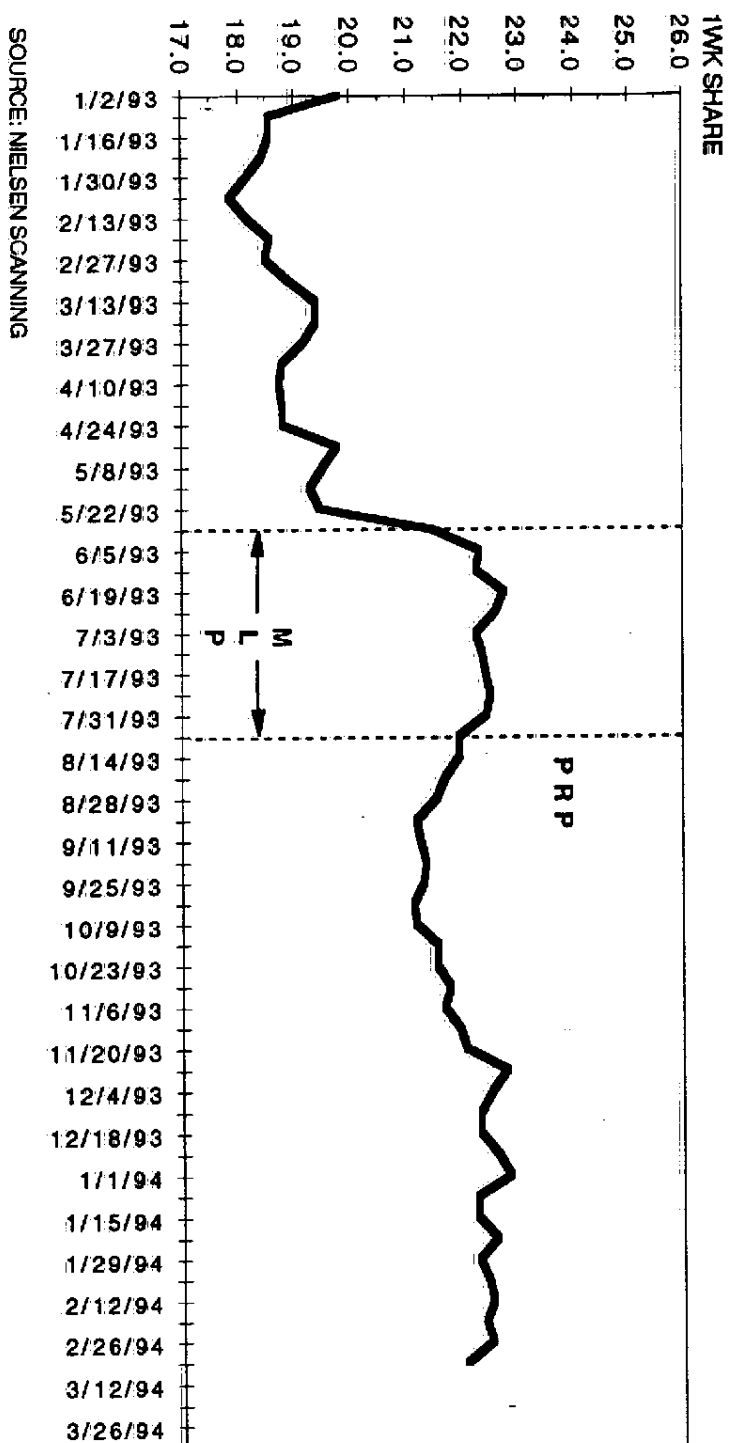
SOURCE: NIELSEN SCANNING

PM WEEKLY SHARE

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**MARLBORO'S WEEKLY SHARE DECREASED -0.5 POINTS VERSUS WEEK-AGO TO
22.0%.**

MARLBORO WEEKLY SUPERMARKET SHARE

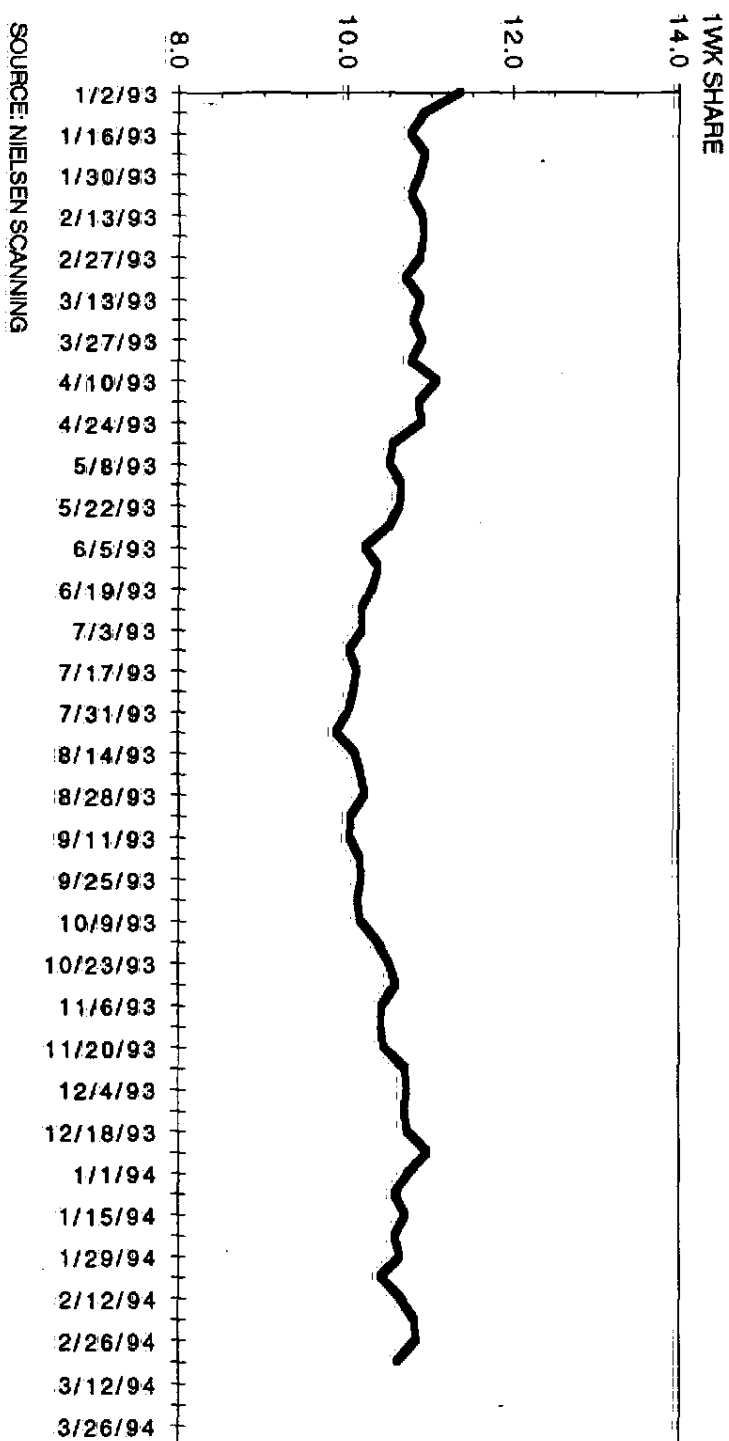


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MARL WEEKLY SHARE

OTHER PM PREMIUM BRANDS' WEEKLY SHARE DECLINED -0.2 POINTS VERSUS
WEEK-AGO TO 10.6%.

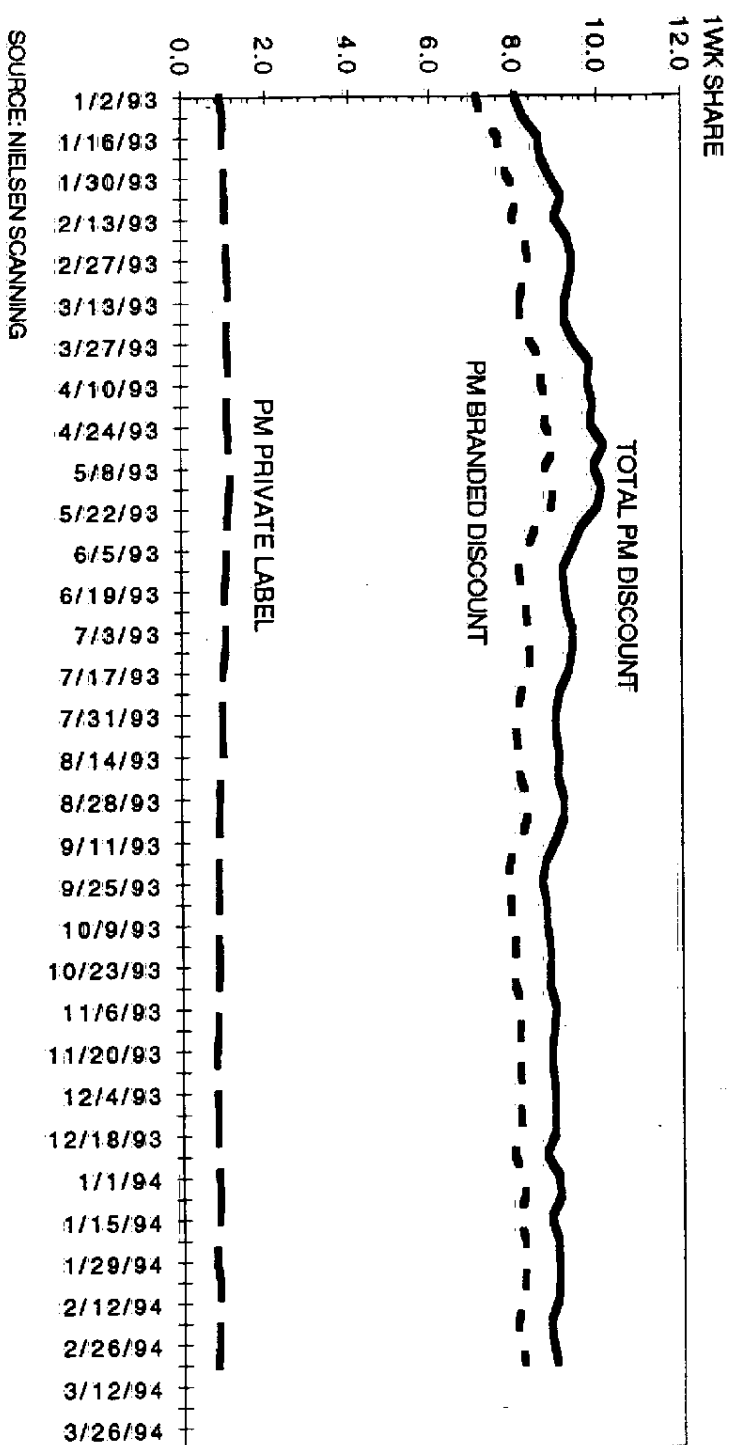
OTHER PM PREMIUM BRANDS WEEKLY SUPERMARKET SHARE



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PM DISCOUNT BRANDS' WEEKLY SHARE INCREASED +0.1 POINTS VERSUS
WEEK-AGO TO 9.0%.

PM DISCOUNT BRANDS WEEKLY SUPERMARKET SHARE

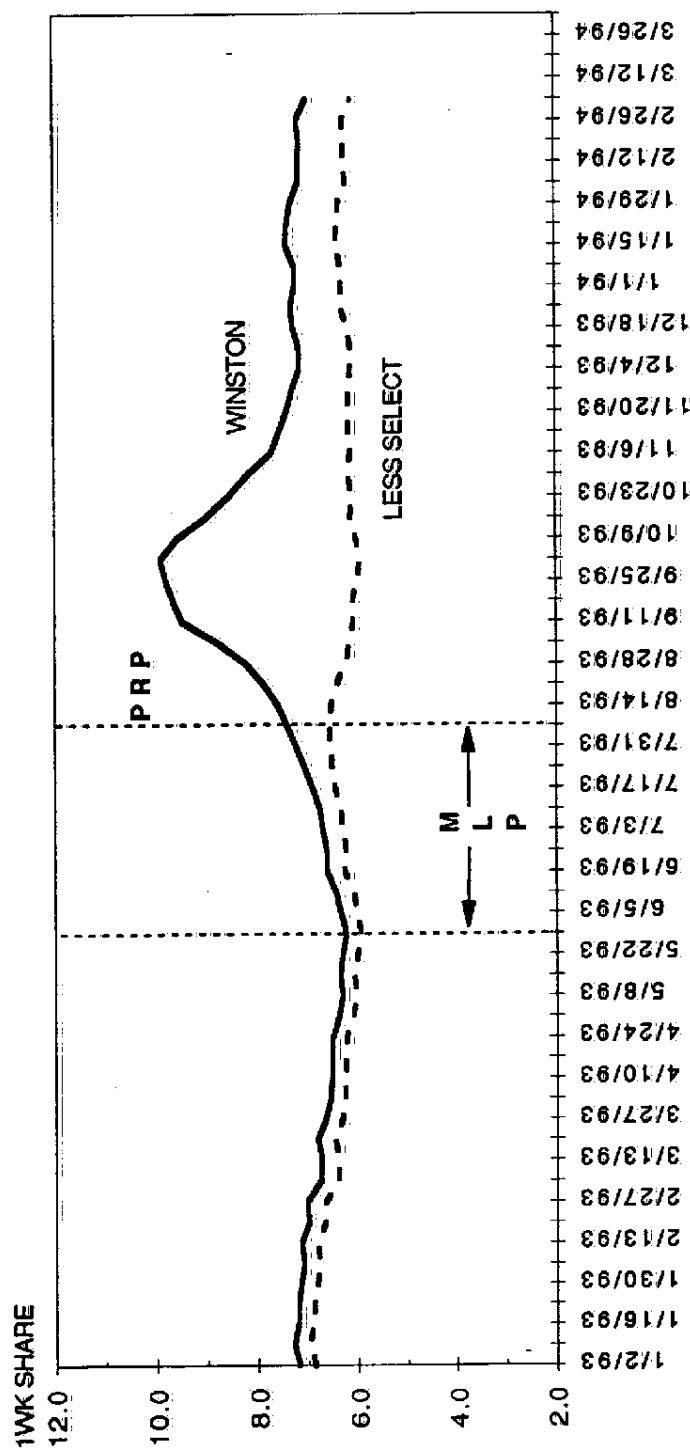


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PM DISC WEEKLY SHARE

WINSTON'S WEEKLY SHARE DECLINED -0.2 POINTS VERSUS WEEK-AGO TO 7.0%.

WINSTON WEEKLY SUPERMARKET SHARE



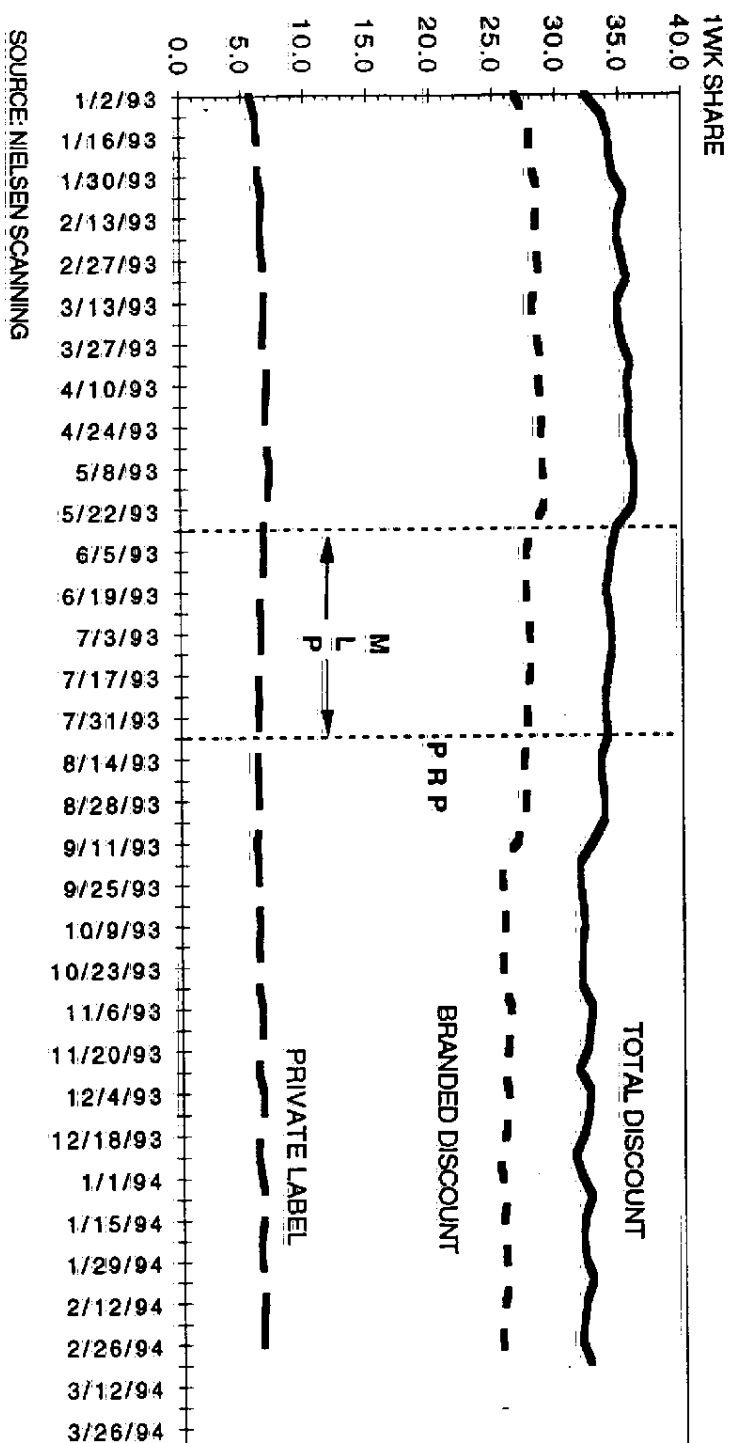
SOURCE: NIELSEN SCANNING

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WNST WEEKLY SHARE

THE DISCOUNT CATEGORY'S WEEKLY SHARE INCREASED +0.7 POINTS VERSUS
WEEK-AGO TO 32.4%.

DISCOUNT CATEGORY WEEKLY SUPERMARKET SHARE



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DISC WEEKLY SHARE